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Approved For Release 2006/03/17 : CIA-RDP80R01731R003200010027-1

15 November 1951

25X4

ITEM 4

NATIONAL OVERT PROPAGANDA POLICY GUIDANCE FOR GENERAL WAR

Summary: This subject has likewise been under consideration for many months by the Interdepartmental Foreign Information Organization and has received frequent staff review and comment by departments and agencies. It was reviewed by the alternates last week and received favorable comment and general agreement.

The paper sets forth general propaganda guidance principles, lists eight objectives (audience targets), and prescribes specific tasks under each objective.

The objectives, tasks, and guidance are subject to frequent review by the PSB to ensure applicability and conformity with national policy. The guidance will be in effect for planning purposes upon receipt, and for operational purposes upon declaration of war or upon Presidential proclamation.

RECOMMENDATION: That you approve the paper.

NSC review(s) completed.

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PSB D-11/a
25X1

13 November 1951

MEMORANDUM FOR GENERAL SMITH

Attached PSB D-11a, submitted for PSB approval, is a statement of NATIONAL OVERT PROPAGANDA POLICY GUIDANCE for planning purposes, and to become effective for operational purposes upon official declaration of war with USSR and its satellites, or upon Presidential proclamation that such a state of war exists. PSB D-11a contains:

GENERAL PROPAGANDA GUIDANCE. Maintain credibility of output through factual accuracy, objectivity and plausibility; preserve attitudes of humaneness, dignity, sincerity, confidence; select, interpret or devise themes which will best accomplish tasks; adhere to principles of repetition and simplicity; avoid promises or commitments respecting border arrangements, and avoid promises of any other nature unless they are attainable and it is intended that they be kept; do not use unconditional surrender as an objective, task or theme; and do not use any theme inconsistent with national policy.

NATIONAL OVERT PROPAGANDA OBJECTIVES AND TASKS. (Specific tasks designed to accomplish the objectives are listed after each objective).

OBJECTIVE NO. ONE (To the world as a whole). Create an understanding of how and why war was forced upon us, and convince the peoples of the world that freedom and well-being of mankind will be achieved only by maximum cooperation toward an allied victory.

OBJECTIVE NO. TWO (To the Soviet Union). Destroy the support accorded by peoples of Soviet Union to their present system of government in ways that will help to: reduce the military, political, and economic power of the USSR to limits which will assist in the successful conclusion of the war; break the power of the international Communist party apparatus by which Soviet leaders have been able to exert moral and disciplinary authority over individuals and groups in areas outside USSR territory; and encourage ultimate establishment of a government which represents the free will of the people and which will contribute to peace and security.

OBJECTIVE NO. THREE (To the Satellites). Destroy confidence of Soviet satellite regimes in support they can expect from their peoples and from USSR; undermine and eventually eliminate Soviet control in Satellite affairs; create identification with and support of the Allied cause; encourage ultimate establishment of responsible governments on a representative and sovereign basis.

OBJECTIVE NO. FOUR (Enemy-occupied territory). Sustain morale of the people; and encourage and support elements of resistance in areas occupied or about to be occupied by the enemy.

OBJECTIVE NO. FIVE (Allied-occupied territory). Foster the friendship, invoke the cooperation and facilitate necessary control of the peoples in areas occupied or about to be occupied by the allies.

OBJECTIVE NO. SIX (Allied Nations). Maintain and strengthen the unity, common interests, and cooperation of Allied nations.

OBJECTIVE NO. SEVEN (Neutral Nations). Foster friendship and common interests with neutral countries, to strengthen their cooperation; and, where desirable, to create identification with our cause.

OBJECTIVE NO. EIGHT (To peoples outside the USSR freed from Kremlin domination). Reaffirm to these peoples that principles of human rights, justice and freedom will be the foundation of their new life. Approved For Release 2006/03/17 : CIA-RDP80R04731R003200010027-1 -- destruction of Soviet Communism -- is achieved.

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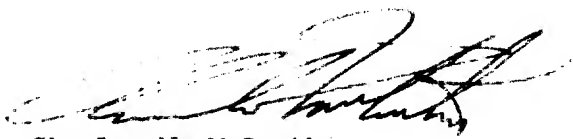
PSYCHOLOGICAL STRATEGY BOARD
WASHINGTON

14 November 1951

MEMORANDUM FOR: ✓ General Walter B. Smith, Director,
Central Intelligence Agency
Mr. Allen Dulles, Deputy Director,
Central Intelligence Agency

028164
1A TSC NO.

The attached revised copy of the original guidance
paper of the same code name will be considered at the
Psychological Strategy Board meeting on Thursday, 15
November, at 2:30 p.m.



Charles W. McCarthy
Colonel, USA
Executive Officer

Inclosure - PSB D-11a
11/14/51

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PSB D - 11/a

14 November 1951

(Downgrade to SECRET when
placed in effect for
operational purposes)

NATIONAL OVERT PROPAGANDA POLICY GUIDANCE

for

GENERAL WAR

028164

CIA TSC NO.

(CODE NAME:)

25X1

Authority: (a) Presidential Secret Directive of 4 April 1951

Establishing a Psychological Strategy Board.

I. INTRODUCTION

1. The propaganda objectives stated in this guidance derive from national policy and are, therefore, subject to modification only as national policy is modified.

2. The propaganda objectives and tasks set forth in this guidance will be reviewed at regular intervals and as occasion may demand by the Psychological Strategy Board to ensure applicability and conformity with national policy.

3. This guidance is in effect for planning purposes upon receipt and becomes effective for operational purposes upon official declaration of war with the USSR and its satellites, or upon Presidential proclamation that such a state of war exists.

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II. GENERAL PROPAGANDA GUIDANCE

1. Maintain the credibility of output through factual accuracy, objectivity and plausibility.
2. Preserve attitudes of humaneness, dignity, sincerity, confidence, determination and realism.
3. Calculate the timing of and judiciously vary the emphasis on tasks, and select, interpret or devise themes which will best accomplish these tasks.
4. Adhere to the principles of repetition and simplicity.
5. Avoid promises or commitments respecting border arrangements, administration of government within enemy territory, independence for national minorities, or postwar responsibility for the readjustment of the inevitable political, economic and social dislocations resulting from the war; avoid promises of any other nature unless they are attainable and it is intended that they be kept.
6. Do not use unconditional surrender as an objective, task or theme.
7. Do not use any theme inconsistent with national policy.

III. NATIONAL OVERT PROPAGANDA OBJECTIVES AND TASKS

The following broad objectives, unless modified by subsequent guidance, will govern the national overt propaganda effort in a general war forced upon the United States by the USSR or any of its satellites.

OBJECTIVE NUMBER ONE

(To the world as a whole)

To create among the peoples of the world an understanding that war was forced upon us, and of how and why; to convince them that the freedom and

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well-being of mankind will be achieved only by maximum cooperation toward an allied victory.

TASKS

1. To convince that Soviet-Communist doctrine and action led inevitably to war.
2. To establish the fact of Soviet-Communist aggression.
3. To create understanding of why the free world accepted war as the only alternative to Soviet-Communist slavery.
4. To expose the true character of Soviet Communism.
5. To convince that Allied victory is desirable and inevitable.
6. To gain acceptance of whatever measures may be required to achieve Allied victory.
7. To promote knowledge and appreciation of the principles underlying U.S. history, people, institutions, government, and policies, and in particular the principles of human rights and freedom which are the foundation of our way of life.
8. To promote understanding that the allies are fighting to bring about a basic change in the conduct of international relations by the government in power in Russia, to conform with the purposes and principles set forth in the United Nations Charter.

OBJECTIVE NUMBER TWO

(To the Soviet Union)

To destroy the support accorded by the peoples of the Soviet Union to their present system of government in ways that will help to:

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a. Reduce the military, political, and economic power of the USSR to limits which will assist in the successful conclusion of the war.

b. Break the power of the international Communist party apparatus by which Soviet leaders have been able to exert moral and disciplinary authority over individuals and groups in areas outside USSR territory.

c. Encourage ultimate establishment of^a government which represents the free will of the people and which will contribute to peace and security throughout the world.

TASKS

1. To drive a psychological wedge between the present Soviet-Communist government and the peoples of the USSR.
2. To convince the peoples of the USSR that the overthrow of the present Soviet-Communist regime is our war objective, and that our fight is not with the peoples of the USSR who have not willingly and actively supported the Soviet Communist regime.
3. To convince the peoples of the USSR that the overthrow of the communist regime is a foreseeable reality.
4. To destroy the Soviet-fostered myth of Stalin as an infallible semi-deity.
5. To convince the peoples of the USSR that prolongation of the war serves toward making it unbearable for themselves not only during the conflict but in the postwar period.
6. To convince the peoples of the USSR that the consequences of surrender are preferable to the continuation of hostilities.
7. To encourage and assist religious groups in their resistance to Soviet Communism.
8. To depress, demoralize and subvert Soviet armed forces.

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9. To encourage a favorable attitude in the Soviet soldier, airman and sailor toward surrender.
10. To encourage subversive resistance to police control over the peoples.
11. To encourage underground resistance to the Communist regime and timely revolution.
12. To encourage planned impediments to USSR production.
13. To produce pressure for ending the war by arousing mass resentment against the political agents of the Kremlin.
14. To encourage the desire for the establishment of a form of government that represents the free will of the people and which fits into a pattern of harmony with the rest of the world.
15. To destroy the credibility of Soviet internal propaganda.
16. To solidify resistance to collectivization.
17. To encourage ethnic groups within the USSR, in cooperation with each other whenever possible, but in any case never in opposition to other ethnic groups, to resist the communist regime.

OBJECTIVE NUMBER THREE

(To the Satellites)

- a. To destroy the confidence of Soviet satellite regimes in the support they can expect from their respective peoples and from the USSR.
- b. To undermine and eventually eliminate Soviet control in Satellite affairs.
- c. To create identification with and support of the Allied cause.
- d. To encourage ultimate establishment of responsible governments on a representative and sovereign basis.

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TASKS

1. To convince the peoples of the satellites that the defeat of the USSR is a foreseeable reality.
2. To weaken the leadership position of the enemy elite.
3. To destroy confidence in the Soviet-controlled governments of the Satellites.
4. To undermine police control over the peoples of the Satellites.
5. To encourage underground resistance to the Soviet controlled regimes and timely revolution.
6. To undermine the morale of the Satellite armed forces.
7. To encourage a favorable attitude in the Satellite soldier, airman and sailor toward surrender.
8. To convince the peoples of the Satellites that the prolongation of the war serves toward making it unbearable for themselves not only during the conflict but in the postwar period.
9. To convince the peoples of the Satellites that the consequences of surrender are preferable to the continuation of hostilities.
10. To convince the peoples of the Satellites that the USSR cannot continue to defend them, and will try to make their territory the battlegrounds for defense of the USSR proper.
11. To convince the peoples of the Satellites that the overthrow of the Soviet-Communist regime in the USSR and the Soviet-Communist-controlled Satellite regimes is our war objective, and that our fight is not with peoples of the USSR or Satellites who have

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12. To encourage and assist religious groups in their resistance to Soviet communism.
13. To encourage planned impediments to production.
14. To encourage the desire for the establishment of a form of government that represents the free will of the people and which fits into a pattern of harmony with the rest of the world.
15. To destroy the credibility of Soviet and Satellite government propaganda.
16. To encourage and exploit resistance to collectivization and other unpopular communist measures.
17. To provide information and guidance to resistance elements and movements.
18. To assist in the protection of friendly and potentially friendly groups in Satellite areas.

OBJECTIVE NUMBER FOUR

(Enemy-occupied territory)

- a. To sustain the morale of the people.
- b. To encourage and support elements of resistance in areas occupied or about to be occupied by the enemy.

TASKS

1. To stimulate peoples of enemy-occupied areas to prepare themselves for future operations which will assist in liberating their country.

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2. To ensure the disciplined cooperation of the people in all degrees, varying from passive resistance to guerrilla activities in conformity with the requirements for the operations of the war.
3. To sustain the morale of the people.
4. Where desirable, to identify elements of resistance with our own cause.
5. To encourage and assist religious groups in their resistance to Soviet communism.
6. To encourage and exploit resistance to collectivization and other unpopular Communist measures.
7. To provide information and guidance to resistance elements and movements.
8. To assist in the protection of friendly or potentially friendly groups in occupied areas.
9. To destroy the credibility of Communist propaganda.

OBJECTIVE NUMBER FIVE

(Allied-occupied territory)

To foster the friendship, invoke the cooperation and facilitate necessary control of the peoples in areas occupied or about to be occupied by the allies.

TASKS :

1. To keep the peoples of Allied-occupied areas fully informed

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about the necessities, purposes and intentions of the occupation.

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2. To encourage compliance by peoples of Allied-occupied areas with military orders, instructions and regulations.
3. To facilitate handling of displaced persons and refugees in areas occupied by the Allies.
4. To encourage and assist peoples in areas occupied by the Allies to establish political and economic stability.
5. To reduce sources of actual and possible friction between the U.S. and its Allies.
6. To dispel distrust of Allied intentions by demonstrating the adherence of the United States and its Allies to the basic principles of the United Nations Charter.

OBJECTIVE NUMBER SIX

(Allied Nations)

To maintain and strengthen the unity, common interests, and cooperation of Allied nations.

TASKS

1. To convince the people of the necessity of destroying Soviet Communism wherever located in whatever form.
2. To convince the people that divergent national aims must be set aside to prosecute the destruction of Soviet communism.
3. To convince the people that Soviet-Communist aggressors must be stopped and deprived of their aggressive potential by

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4. To affirm the mutuality of interest of peoples of the Allied Nations in freedom and justice.

OBJECTIVE NUMBER SEVEN

(Neutral Nations)

To foster friendship and common interests with neutral countries, to strengthen their cooperations, and, where desirable, to create identification with our cause.

TASKS

1. To strengthen resistance to Communist infiltration in neutral countries.
2. To encourage denial to the USSR and its Satellites of aid and comfort from neutral countries.
3. To ensure that the cause of the Allies is presented in the most favorable terms.
4. To encourage neutral nations where desirable to join the Allied cause.

OBJECTIVE NUMBER EIGHT

(To peoples outside the USSR freed from Kremlin domination)

To reaffirm to these peoples, freed from Kremlin domination, that the principles of human rights, justice and freedom will be the foundation of their way of life, once the Allied objective -- destruction of Soviet-Communist -- is achieved.

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TASKS

1. To foster friendship and common interests with newly-freed peoples to strengthen their cooperation, and, where desirable, to create identification with our cause.
2. To encourage and assist peoples in areas freed from Soviet Communist domination to establish political and economic stability as rapidly as possible.
3. To reduce sources of actual and possible friction between the Allies and the newly-freed peoples, and to dispel distrust of Allied intentions.

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